ORDER

103698 **Orders** Order / Rev: Alt Order #: 06830029 Product Desc: BERKLEY FOR SENATE Estimate: KSNV Flight Dates: 10/02/12 - 10/08/12 Primary AE: Amy McCreary Original Date / Rev: 06/28/12 / 07/17/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: **Shorr Johnson Magnus Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate Advertiser Name: Demographic:

A35+

Product Codes:

Priority: Revenue Codes: PLC01

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	120	\$37,775.00	\$32,108.75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	120	\$37,775.00	\$32,108.75	0.00
Totals	120	\$37,775,00	\$32 108 75	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$37,775.00
Market	100%	\$188,875.00

Share	Total
0%	\$0.00
0%	\$0.00
0%	\$0,00-
0%	\$0.00
32%	\$60,440.00
0%	\$0.00
0%	\$0.00
21%	\$39,663.75
0%	\$0.00
25%	\$47,218.75
0%	\$0.00
0%	\$0.00
2%	\$3,777.50
	0% 0% 0% 0% 0% 32% 0% 0% 21% 0% 25% 0%

Ln Ch)	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
E 1 KSI	NV	10/02/12	10/05/12	Wake Up Early w/ Wa Wake Up Early Wagr	0	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
NEV	NS												
	Start	Date E	End Date	Weekdays Sp.	ots/Week	<u>Rate</u>	Rating						
Week:	: 10/01	1/12 1	0/07/12	-TWTF	4	\$50.00	0.00						

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KSNV

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

06830029

10/02/12 - 10/08/12

Product Desc: Estimate: BERKLEY FOR SENATE

30S

Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount Ln KSNV 10/02/12 10/05/12 -TWTF :30 \$50,003 0.00 NM \$200.00 E 1 Wake Up Early w/ Wagn@M 430a-5a Wake Up Early Wagners **NEWS** End Date Start Date **Weekdays** Spots/Week Rate Rating TWTF--\$50.00 0.00 Week: 10/01/12 10/07/12 0.00 NM KSNV 10/08/12 10/08/12 Wake Up Early w/ Wagn@M 430a-5a M-----:30 \$50.003 \$50.00 Wake Up Early Wagners **NEWS** Rating Start Date End Date Weekdays Spots/Week Rate 10/14/12 M----\$50.00 0.00 Week: 10/08/12 \$200.003 \$200.00 E 3 KSNV 10/08/12 10/08/12 M-F 5-6a WakeUp w/WaQM 5-6a M-----:30 0.00 NM 1 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating M-----\$200.00 0.00 Week: 10/08/12 10/14/12 M-F 5-6a WakeUp w/Wa0M 5-6a :30 \$200.003 0.00 NM \$800.00 E 4 KSNV 10/02/12 10/05/12 -TWTF--4 M-F 5-6a WakeUp w/Wagners **NEWS** Rate Rating Start Date End Date <u>Weekdays</u> Spots/Week Week: 10/01/12 10/07/12 -TWTF-\$200.00 0.00 KSNV 10/02/12 10/05/12 M-F 6-7a WakeUp w/WaQM 6-7a -TWTF--:30 8 \$300,003 0.00 NM 8 \$2,400.00 M-F 6-7a WakeUp w/Wagners **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating -TWTF--Week: 10/01/12 10/07/12 \$300.00 0.00 10/08/12 10/08/12 M-F 6-7a WakeUp w/WaQM \$300,003 KSNV 6-7a M-----:30 2 0.00 NM 2 \$600.00 M-F 6-7a WakeUp w/Wagners **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/08/12 10/14/12 \$300.00 0.00 **KSNV** 10/08/12 10/08/12 **Today Show** CM 658a-9am M----:30 3 \$400.003 0.00 NM 3 \$1,200.00 Today Show TODAY Weekdays Spots/Week Rating Start Date End Date Rate 10/14/12 \$400.00 0.00 Week: 10/08/12 10/02/12 10/05/12 **Today Show** CM 658a-9am --TWTF--:30 12 \$400.003 0.00 NM 12 \$4,800.00 E 8 KSNV **Today Show TODAY** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 10/01/12 10/07/12 -TWTF--12 \$400.00 0.00 **KSNV** 10/02/12 10/05/12 Noon News CM 12-1230pm ~TWTF--:30 4 \$175,003 0.00 NM 4 \$700.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 -TWTF--\$175.00 0.00 10/07/12 Noon News \$175.003 0.00 NM \$175.00 E10 KSNV 10/08/12 10/08/12 CM 12-1230pm M-----:30 1 Noon News **NEWS** Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Rating \$175.00 Week: 10/08/12 10/14/12 M-----0.00 E 11 KSNV 10/08/12 10/08/12 M-F Today Show II 3rd HOM 9-10a :30 \$175.003 0.00 NM 1 \$175.00 M-F Today Show II TODAY II **End Date** Weekdays Spots/Week Rate Rating Start Date \$175.00 Week: 10/08/12 10/14/12 M----0.00 \$175.003 0.00 NM \$700.00 E 12 KSNV 10/02/12 10/05/12 M-F Today Show II 3rd H0M 9-10a -TWTF--:30 4 M-F Today Show II TODAY II Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating \$175.00 0.00Week: 10/01/12 10/07/12 ~TWTF--E 13 KSNV 10/02/12 10/05/12 CM 3-4p -TWTF--:30 4 \$200.003 0.00 NM 4 \$800.00

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KSNV

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/08/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type S	pots	Amount
es. 111			Dr. Phil Dr Phil									
PHIL <u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
E14 KSNV			Dr. Phil Dr Phil	СМ	3-4p	M	:30	1	\$200.003	0.00 NM	1	\$200.00
PHIL <u>Sta</u> Week: 10	<u>irt Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
E 15 KSNV NEWS	10/08/1	2 10/08/12	News 3 at 430pm News 3 at 4:30PM		430-5pm	М	:30	·1	\$300.003	0.00 NM	1	\$300.00
	urt Date /08/12	End Date 10/14/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 16 KSNV NEWS	10/02/1	2 10/05/12	News 3 at 430pm News 3 at 4:30PM	VI CM	430-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
	art <u>Date</u> /01/12	End Date 10/07/12	Weekdays TwTF	Spots/Week 4	<u>Rate</u> \$300.00	Rating 0.00				·		
E 17 KSNV	10/02/1	2 10/05/12	News 3 at 4 News 3 at 4	СМ	4-430p	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
NEWS <u>Sta</u> Week: 10	art Date /01/12	End Date 10/07/12	<u>VVeekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$300.00	Rating 0.00						
	10/08/1	12 10/08/12	News 3 at 4 News 3 at 4	CM	4-430p	M	:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS Sta Week: 10	art Date /08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00				:		
E 19 KSNV NEWS	10/08/1	12 10/08/12	M-F Early News M-F Early News	СМ	5-630p	М	:30	2	\$450.003	0.00 NM	2	\$900.00
Sta Week: 10		End Date 10/14/12	Weekdays M	Spots/Week 2		Rating 0.00						40.000.00
E 20 KSNV NEWS	10/02/	12 10/05/12	M-F Early News M-F Early News	CM	5-630p	-TWTF	:30	8	\$450.003	0.00 NM	8	\$3,600.00
Week: 10		10/07/12	Weekdays -TWTF	Spots/Week 8		Rating 0.00					a	****
FACE	10/02/	12 10/05/12	Face to Face w/ Face to Face w/		730-758pm	-TWTF	:30	4	\$225.003	0.00 NM	4	\$900.00
<u>St</u> Week: 10		End Date 10/07/12	Weekdays -TwTF	Spots/Week 4		Rating 0.00						
E 22 KSNV FACE	10/08/	12 10/08/12	Face to Face w/ I Face to Face w/		730-758pm	M	:30	1	\$225.003	0.00 NM	1	\$225.00
	art <u>Date</u> 0/08/12	End Date 10/14/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00			•			
E 23 KSNV VEGA		12 10/06/12	Vegas Inc. Vegas Inc.	СМ	6:30-8pm	S	:30	1	\$150.003	0.00 NM	1	\$150.00
	art Date	End Date 10/07/12	Weekdays S-	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
		12 10/05/12	M-F Jeop/Wheel M-F Jeopardy/W		630-730pm ie	-TWTF-∺	:30	8	\$400.003	0.00 NM	. 8	\$3,200.0
JEP/M <u>St</u> Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week		Rating 0.00						
E 25 KSNV	10/08/	12 10/08/12		СМ	630-730pm	M	:30	2	\$400.003	0.00 NM	2	\$800.0

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K\$NV

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/08/12

Estimate:

30S

Ln (Ch Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	nts	Rate Pri	Rtg Type	Snots	Amount
LIT	on otali	LIIG	M-I- Jeop/Wheel	Dicun	Otalio Ella 11	inc Bays	ECH OP	0.0	Trate III	Trig Typo	орого	/ (modific
			M-F Jeopardy/Wh	eel of Fortune	•							
JE	EP/WH	F-4 D-4-	10/1	C4-00(1-	Data	Detino				1		
\Mee	<u>Start Date</u> ek: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
-	(SNV 10/06/		Weekend Jeopard		630-730pm	S-	:30	2	\$250.003	0.00 NM	2	\$500.00
			WKND Jeop/Whe	-	•				·			
JI	EP/WH											
Ma	Start Date ek: 10/01/12	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00						
	SNV 10/07/				7-10pm	S	:30	1	\$600.003	0.00 NM	1	\$600.00
L 21 F	(0)(0)	12 10/01/12	News 3 in Prime	IIIe OW	r-Topin	3	,50	'	Ψ000.000	5.00 MM	'	ψου.υυ
N	EWS IN PRIM	IE AFTER NE	FL									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
	ek: 10/01/12	10/07/12	S	1	\$600.00	0.00	.00		# 4 000 000	0.00 ND4		#4.000.00
E 28 P	KSNV 10/05/	12 10/05/12	Fri PR 9-10p Friday Prime 9-10	CM	9-10pm	F	:30	7	\$1,000.003	0.00 NM	1	\$1,000.00
G	RIMM		Thady Finne 5-16	,piii								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 10/01/12	10/07/12	F		\$1,000.00	0.00	· · · · · · · · · · · · · · · · · · ·	···				
E 29 F	KSNV 10/03/	12 10/03/12	•	CM	9-10pm	W	:30	1	\$1,700.003	0.00 NM	1	\$1,700.00
S	VU		Wednesday Prime	e 9-10pm								
Ü	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wed	ek: 10/01/12	10/07/12	W		\$1,700.00	0.00						
E30 F	KSNV 10/03/	12 10/03/12	Wed PR 10-11p	СМ	10-11pm	W	:30	1	\$1,400.003	0.00 NM	1	\$1,400.00
_	LUOAGO FIDI	•	Wednesday Prim	e 10-11pm								
C	HICAGO FIRE Start Date	= End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/01/12	10/07/12	W		\$1,400.00	0.00						
E 31 H	KSNV 10/02/	12 10/05/12	Late Night w/Fallo		1237a-136ar	n ~TWTF~~	:30	4	\$75.003	0.00 NM	4	\$300.00
			Late Night w/Fallo	on					•			
F.	ALLON	E 10.1		0 (00)	5 (D ('				i		
We	Start Date ek: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$75.00	Rating 0.00						
	KSNV 10/08/				1237a-136ar		;30	1	\$75.003	0.00 NM	1	\$75.00
			Late Night w/Fallo		,,		,	·	Ŧ		-	
F	ALLON											
10/-	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 10/08/12 KSNV 10/08/	10/14/12	M The Tonight Show	1 v CM	\$75.00 1135p-1237a	0.00 a M	:30	2	\$185.003	0.00 NM	2	\$370,00
		12 10/00/12	The Tonight Show	V CIVI					φ100.003	0.00 NW		φ5/0,00
Т	ON SHOW											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	ek: 10/08/12	10/14/12	M	2		0.00			****			** ***
E 34 I	KSNV 10/02/	12 10/05/12	The Tonight Show Tonight Show	v CM	1135p-1237a	a ~TWTF~~	:30	8	\$185.003	0.00 NM	8	\$1,480.00
Т	ON SHOW		Tonight Onew									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 10/01/12	10/07/12	-TWTF	8		0.00						
E 35 I	KSNV 10/02/	12 10/05/12	M-F News 3 at Ele		11pm-1135p	m -TWTF	:30	4	\$425.003	0.00 NM	4	\$1,700.00
	IEWS		M-F News 3 at El	leven								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				- 1		
We	ek: 10/01/12	10/07/12	-TWTF	4	· · · · · · · · · · · · · · · · · · ·	0.00						
E 36	KSNV 10/08/	12 10/08/12	M-F News 3 at El	even CM	11pm-1135p	m M	:30	1	\$425.003	0.00 NM	1	\$425.00
_	1177.440		M-F News 3 at El	leven								
N	NEWS	End Data	Mockdons	Cnoto AAIa al-	Data	Pating						
We	Start Date ek: 10/08/12	End Date 10/14/12	<u>Weekdays</u> M~	Spots/Week 1	<u>Rate</u> \$425.00	<u>Rating</u> 0.00						
	KSNV 10/06/			CM	11pm-1135p		:30	2	\$400.003	0.00 NM	2	\$800.00
' '					, ,			_			_	

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830029

0/02/12 10/08/12

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

10/02/12 - 10/08/12

Estimate:

308

Ln Ch	Start	End '	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			Sa-Su News 3 at									
			Sa-Su News 3 at	Eleven								
NEWS				-	5 (D-4:				1		
	rt Date	End Date	<u>Weekdays</u> SS	Spots/Week	Rate	Rating 0.00						
Week: 10/		10/07/12		2	\$400.00		-20		\$275.002	0.00 NIM	2	\$450.00
E38 KSNV	10/06/1	2 10/06/12	Saturday Today	СМ	7a-9am	S-	:30	2	\$225.003	0.00 NM	2	\$450.00
			Saturday Today									
SAT TO			387 1 1	O	D-4-	Dating				l		
	rt Date	End Date	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
Week: 10/		10/07/12			·	S-	:30	2	\$4E0.002	0.00 NM	2	\$300.00
E39 KSNV	10/06/1	2 10/06/12	News 3 Sunrise -		6a-7a	5-	:30	4	\$150.003	O.OO INIVI	2	Ψ300,00
NEWO			News 3 Sunrise	SATURDAT								
NEWS		F1 D-4-	Manager and the second	Constationsk	Rate	Rating						
	rt Date	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week 2	\$150.00	0.00						
Week: 10/					7a-8am	5	:30	1	\$350.003	0.00 NM	1	\$350.00
E40 KSNV	10/07/1	12 10/07/12	Sunday Today	CM	/a-oam	3	.30	'	φ350.003	0.00 14141		φοσο.σσ
OUN TO	2D 4V		Sunday Today									
SUN TO		End Data	Monkdaya	Spots/Week	Rate	Rating						
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	Weekdays	<u>Spois/week</u>	\$350.00	0.00				Į.		
				ive CM	1130pm-1:0		:30	1	\$550,003	0.00 NM	1	\$550.00
E 41 KSNV	10/06/1	12 10/06/12			1130pm-1.0)Zaili5	.50	ļ	Ψ000.000	0.00 1410		4000.00
SNL			Saturday Night L	TIAG								
	ut Data	End Date	Weekdays	Spots/Week	Rate	Rating						
<u>ऽध</u> Week: 10	art Date	10/07/12	<u>vveekuays</u>	1	\$550.00	0.00						
vveek. TO	101/12	10/0//12		<u> </u>	4000.00	0.00				Totals	120	\$37,775.00
										เบเสเร	120	ψ51,115.00